|  |  |  |
| --- | --- | --- |
| Variable | Values | Label |
| DEVICE\_TYPE\_W49 | 1 | Mobile phone |
| 2 | Tablet |
| 3 | Desktop |
| 4 | Phone (CATI) |
| 5 | Mail |
| LANG\_W49 | 9.00 | English |
| 10.00 | Spanish |
| FORM\_W49 | 1 | Form 1 |
| 2 | Form 2 |
| SOCMEDIAUSEa\_W49 | 1 | Yes, use this |
| 2 | No, do not use this |
| 99 | Refused |
| SOCMEDIAUSEb\_W49 | 1 | Yes, use this |
| 2 | No, do not use this |
| 99 | Refused |
| SOCMEDIAUSEc\_W49 | 1 | Yes, use this |
| 2 | No, do not use this |
| 99 | Refused |
| SOCMEDIAUSEd\_W49 | 1 | Yes, use this |
| 2 | No, do not use this |
| 99 | Refused |
| SNSUSER\_W49 | .00 | Does not use social media |
| 1.00 | Social media user |
| ELECTFTGSNSINT\_W49 | 1 | I like seeing lots of political posts and discussions on social media |
| 2 | I am worn out by how many political posts and discussions I see on social media |
| 3 | I don’t feel strongly about these posts one way or the other |
| 99 | Refused |
| TALKDISASNSINT\_W49 | 1 | Interesting and informative |
| 2 | Stressful and frustrating |
| 99 | Refused |
| TALKCMNSNSINT\_W49 | 1 | You have more in common politically than you thought |
| 2 | You have less in common politically than you thought |
| 99 | Refused |
| SECUR1\_W49 | 1 | More secure |
| 2 | Less secure |
| 3 | About the same |
| 99 | Refused |
| PRIVACYNEWS1\_W49 | 1 | Very closely |
| 2 | Somewhat closely |
| 3 | Not too closely |
| 4 | Not at all closely |
| 99 | Refused |
| HOMEASSIST1\_W49 | 1 | Yes |
| 2 | No |
| 99 | Refused |
| HOMEASSIST2\_W49 | 1 | Very concerned |
| 2 | Somewhat concerned |
| 3 | Not too concerned |
| 4 | Not concerned at all |
| 99 | Refused |
| HOMEASSIST3\_W49 | 1 | Yes, frequently |
| 2 | Yes, on occasion |
| 3 | No |
| 99 | Refused |
| HOMEASSIST4\_W49 | 1 | Very important |
| 2 | Somewhat important |
| 3 | Not too important |
| 4 | Not important at all |
| 99 | Refused |
| HOMEASSIST5a\_W49 | 1 | Yes |
| 2 | No |
| 99 | Refused |
| HOMEASSIST5b\_W49 | 1 | Yes |
| 2 | No |
| 99 | Refused |
| HOMEIOT\_W49 | 1 | Yes |
| 2 | No |
| 99 | Refused |
| FITTRACK\_W49 | 1 | Yes, wear this |
| 2 | No, do not wear this |
| 99 | Refused |
| LOYALTY\_W49 | 1 | Yes, belong to this |
| 2 | No, do not belong to this |
| 99 | Refused |
| DNATEST\_W49 | 1 | Yes, have used this |
| 2 | No, have not used this |
| 99 | Refused |
| TRACKCO1a\_W49 | 1 | All or almost all of it |
| 2 | Most of it |
| 3 | Some of it |
| 4 | Very little of it |
| 5 | None of it |
| 99 | Refused |
| TRACKCO1b\_W49 | 1 | All or almost all of it |
| 2 | Most of it |
| 3 | Some of it |
| 4 | Very little of it |
| 5 | None of it |
| 99 | Refused |
| CONCERNCO\_W49 | 1 | Very concerned |
| 2 | Somewhat concerned |
| 3 | Not too concerned |
| 4 | Not at all concerned |
| 99 | Refused |
| BENEFITCO\_W49 | 1 | A great deal |
| 2 | Some |
| 3 | Very little |
| 4 | None |
| 99 | Refused |
| CONTROLCO\_W49 | 1 | A great deal of control |
| 2 | Some control |
| 3 | Very little control |
| 4 | No control |
| 99 | Refused |
| UNDERSTANDCO\_W49 | 1 | A great deal |
| 2 | Some |
| 3 | Very little |
| 4 | Nothing |
| 99 | Refused |
| POSNEGCO\_W49 | 1 | The benefits I get from companies collecting data about me outweigh the potential risks |
| 2 | The potential risks of companies collecting data about me outweigh the benefits I get |
| 99 | Refused |
| ANONYMOUS1CO\_W49 | 1 | Yes, it is possible |
| 2 | No, it is not possible |
| 99 | Refused |
| TRACKGOV1a\_W49 | 1 | All or almost all of it |
| 2 | Most of it |
| 3 | Some of it |
| 4 | Very little of it |
| 5 | None of it |
| 99 | Refused |
| TRACKGOV1b\_W49 | 1 | All or almost all of it |
| 2 | Most of it |
| 3 | Some of it |
| 4 | Very little of it |
| 5 | None of it |
| 99 | Refused |
| CONCERNGOV\_W49 | 1 | Very concerned |
| 2 | Somewhat concerned |
| 3 | Not too concerned |
| 4 | Not at all concerned |
| 99 | Refused |
| BENEFITGOV\_W49 | 1 | A great deal |
| 2 | Some |
| 3 | Very little |
| 4 | None |
| 99 | Refused |
| CONTROLGOV\_W49 | 1 | A great deal of control |
| 2 | Some control |
| 3 | Very little control |
| 4 | No control |
| 99 | Refused |
| UNDERSTANDGOV\_W49 | 1 | A great deal |
| 2 | Some |
| 3 | Very little |
| 4 | Nothing |
| 99 | Refused |
| POSNEGGOV\_W49 | 1 | The benefits the government can provide by collecting data about me and others outweigh the potential risks |
| 2 | The potential risks of the government collecting data about me and others outweigh the benefits it can provide |
| 99 | Refused |
| ANONYMOUS1GOV\_W49 | 1 | Yes, it is possible |
| 2 | No, it is not possible |
| 99 | Refused |
| CONCERNGRPa\_W49 | 1 | Concerned a lot |
| 2 | Concerned a little |
| 3 | Not concerned |
| 99 | Refused |
| CONCERNGRPb\_W49 | 1 | Concerned a lot |
| 2 | Concerned a little |
| 3 | Not concerned |
| 99 | Refused |
| CONCERNGRPc\_W49 | 1 | Concerned a lot |
| 2 | Concerned a little |
| 3 | Not concerned |
| 99 | Refused |
| CONCERNGRPd\_W49 | 1 | Concerned a lot |
| 2 | Concerned a little |
| 3 | Not concerned |
| 99 | Refused |
| CONCERNGRPe\_W49 | 1 | Concerned a lot |
| 2 | Concerned a little |
| 3 | Not concerned |
| 99 | Refused |
| CONCERNGRPf\_W49 | 1 | Concerned a lot |
| 2 | Concerned a little |
| 3 | Not concerned |
| 99 | Refused |
| CONTROLGRPa\_W49 | 1 | A lot of control |
| 2 | A little control |
| 3 | No control |
| 99 | Refused |
| CONTROLGRPb\_W49 | 1 | A lot of control |
| 2 | A little control |
| 3 | No control |
| 4 | Offline: does not have internet |
| 99 | Refused |
| CONTROLGRPc\_W49 | 1 | A lot of control |
| 2 | A little control |
| 3 | No control |
| 99 | Refused |
| CONTROLGRPd\_W49 | 1 | A lot of control |
| 2 | A little control |
| 3 | No control |
| 99 | Refused |
| CONTROLGRPe\_W49 | 1 | A lot of control |
| 2 | A little control |
| 3 | No control |
| 4 | Offline: does not have internet |
| 99 | Refused |
| CONTROLGRPf\_W49 | 1 | A lot of control |
| 2 | A little control |
| 3 | No control |
| 99 | Refused |
| PP1\_W49 | 1 | Almost daily |
| 2 | About once a week |
| 3 | About once a month |
| 4 | Less frequently |
| 5 | Never |
| 99 | Refused |
| PP2\_W49 | 1 | Always |
| 2 | Often |
| 3 | Sometimes |
| 4 | Never |
| 99 | Refused |
| PP3\_W49 | 1 | Read it all the way through |
| 2 | Read it part of the way through |
| 3 | Glance over it without reading it closely |
| 99 | Refused |
| PP4\_W49 | 1 | A great deal |
| 2 | Some |
| 3 | Very little |
| 4 | Not at all |
| 99 | Refused |
| PP5a\_W49 | 1 | Very confident |
| 2 | Somewhat confident |
| 3 | Not too confident |
| 4 | Not confident at all |
| 99 | Refused |
| PP5b\_W49 | 1 | Very confident |
| 2 | Somewhat confident |
| 3 | Not too confident |
| 4 | Not confident at all |
| 99 | Refused |
| PP5c\_W49 | 1 | Very confident |
| 2 | Somewhat confident |
| 3 | Not too confident |
| 4 | Not confident at all |
| 99 | Refused |
| PP5d\_W49 | 1 | Very confident |
| 2 | Somewhat confident |
| 3 | Not too confident |
| 4 | Not confident at all |
| 99 | Refused |
| PP5e\_W49 | 1 | Very confident |
| 2 | Somewhat confident |
| 3 | Not too confident |
| 4 | Not confident at all |
| 99 | Refused |
| PP6a\_W49 | 1 | Very comfortable |
| 2 | Somewhat comfortable |
| 3 | Not too comfortable |
| 4 | Not comfortable at all |
| 99 | Refused |
| PP6b\_W49 | 1 | Very comfortable |
| 2 | Somewhat comfortable |
| 3 | Not too comfortable |
| 4 | Not comfortable at all |
| 99 | Refused |
| PP6c\_W49 | 1 | Very comfortable |
| 2 | Somewhat comfortable |
| 3 | Not too comfortable |
| 4 | Not comfortable at all |
| 99 | Refused |
| PRIVACYREG\_W49 | 1 | A great deal |
| 2 | Some |
| 3 | Very little |
| 4 | Not at all |
| 99 | Refused |
| GOVREGV1\_W49 | 1 | More regulation |
| 2 | Less regulation |
| 3 | About the same amount |
| 99 | Refused |
| GOVREGV2\_W49 | 1 | Better tools for allowing people to control their personal information themselves |
| 2 | Stronger laws governing what companies can and cannot do with people’s personal information |
| 99 | Refused |
| SHARE1\_W49 | 1 | Yes, have done this |
| 2 | No, have not done this |
| 99 | Refused |
| KNOW1\_W49 | 1 | Can see the content of all the files on the device you are using |
| 2 | Is not a risk to infect your device with a computer virus |
| 3 | Will automatically prompt you to update your web browser software if it is out of date |
| 4 | Can track your visits and activity on the site |
| 5 | Not sure |
| 99 | Refused |
| KNOW2\_W49 | 1 | Exclusive licensing deals with internet service providers and cellphone manufacturers |
| 2 | Allowing companies to purchase advertisements on their platforms |
| 3 | Hosting conferences for social media influencers |
| 4 | Providing consulting services to corporate clients |
| 5 | Not sure |
| 99 | Refused |
| KNOW3\_W49 | 1 | Has created a contract between itself and its users about how it will use their data |
| 2 | Will not share its users’ personal information with third parties |
| 3 | Adheres to federal guidelines about deceptive advertising practices |
| 4 | Does not retain any personally identifying information about its users |
| 5 | Not sure |
| 99 | Refused |
| KNOW4\_W49 | 1 | Information entered into the site is encrypted |
| 2 | The content on the site is safe for children |
| 3 | The site is only accessible to people in certain countries |
| 4 | The site has been verified as trustworthy |
| 5 | Not sure |
| 99 | Refused |
| KNOW5\_W49 | 1 | In an email |
| 2 | On social media |
| 3 | In a text message |
| 4 | On a website |
| 5 | All of the above |
| 6 | None of the above |
| 7 | Not sure |
| 99 | Refused |
| KNOW6\_W49 | 1 | Twitter and Instagram |
| 2 | Snapchat and WhatsApp |
| 3 | WhatsApp and Instagram |
| 4 | Twitter and Snapchat |
| 5 | Not sure |
| 99 | Refused |
| KNOW7\_W49 | 1 | Internet service providers should treat all traffic on their networks equally |
| 2 | Social media platforms must give equal visibility to conservative and liberal points of view |
| 3 | Online advertisers cannot post ads for housing or jobs that are only visible to people of a certain race |
| 4 | The government cannot censor online speech |
| 5 | Not sure |
| 99 | Refused |
| KNOW8\_W49 | 1 | The group that runs their company’s internal computer network |
| 2 | Their company’s internet service provider |
| 3 | A coworker who uses the same computer |
| 4 | The websites they visit while in private browsing mode |
| 5 | Not sure |
| 99 | Refused |
| KNOW9\_W49 | 1 | Picture of 2-step code |
| 2 | Picture of captcha |
| 3 | Picture of security image |
| 4 | Picture of “favorite sport + mother’s maiden name” security question |
| 5 | All of the above |
| 6 | Not sure |
| 99 | Refused |
| KNOW10\_W49 | 1 | Jack Dorsey, co-founder of Twitter |
| 2 | Sergey Brin, co-founder of Google |
| 3 | Elon Musk, co-founder of Tesla |
| 4 | Travis Kalanick, co-founder of Uber |
| 5 | Not sure |
| 99 | Refused |
| PWMAN\_W49 | 1 | Yes |
| 2 | No |
| 99 | Refused |
| PWMAN2\_W49 | 1 | Don’t know what that is |
| 2 | My passwords are secure enough |
| 3 | Don’t need it |
| 4 | Too expensive |
| 5 | Too complicated |
| 6 | Don’t trust them |
| 7 | Don’t think they are effective |
| 8 | Other reason |
| 9 | Offline: does not have internet |
| 99 | Refused |
| SMARTPHONE\_W49 | 1 | Yes |
| 2 | No |
| 99 | Refused |
| SMARTAPP\_W49 | 1 | Set them to update automatically |
| 2 | Update them yourself as soon as you are notified a new version is available |
| 3 | Update them yourself whenever it’s convenient |
| 4 | Never install app updates |
| 99 | Refused |
| PUBLICDATA\_W49 | 1 | Discover potentially useful information about others |
| 2 | Keep things about themselves that might be potentially damaging from being searchable online |
| 99 | Refused |
| RTBFa\_W49 | 1 | Yes, should be able to remove this from online searches |
| 2 | No, should not be able to remove this from online searches |
| 99 | Refused |
| RTBFb\_W49 | 1 | Yes, should be able to remove this from online searches |
| 2 | No, should not be able to remove this from online searches |
| 99 | Refused |
| RTBFc\_W49 | 1 | Yes, should be able to remove this from online searches |
| 2 | No, should not be able to remove this from online searches |
| 99 | Refused |
| RTBFd\_W49 | 1 | Yes, should be able to remove this from online searches |
| 2 | No, should not be able to remove this from online searches |
| 99 | Refused |
| RTDa\_W49 | 1 | Yes, should have the right to have this deleted |
| 2 | No, should not have the right to have this deleted |
| 99 | Refused |
| RTDb\_W49 | 1 | Yes, should have the right to have this deleted |
| 2 | No, should not have the right to have this deleted |
| 99 | Refused |
| RTDc\_W49 | 1 | Yes, should have the right to have this deleted |
| 2 | No, should not have the right to have this deleted |
| 99 | Refused |
| RTDd\_W49 | 1 | Yes, should have the right to have this deleted |
| 2 | No, should not have the right to have this deleted |
| 99 | Refused |
| PROFILE1\_W49 | 1 | A lot |
| 2 | A little |
| 3 | Nothing at all |
| 99 | Refused |
| PROFILE2\_W49 | 1 | All of them |
| 2 | Most of them |
| 3 | Some of them |
| 4 | Only a few of them |
| 5 | Not sure |
| 99 | Refused |
| PROFILE3\_W49 | 1 | Yes, frequently |
| 2 | Yes, on occasion |
| 3 | No |
| 4 | Not sure |
| 99 | Refused |
| PROFILE4\_W49 | 1 | A great deal |
| 2 | Somewhat |
| 3 | Not too much |
| 4 | Not at all |
| 99 | Refused |
| PROFILE5\_W49 | 1 | Very well |
| 2 | Somewhat well |
| 3 | Not too well |
| 4 | Not well at all |
| 99 | Refused |
| DATAUSEa\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| DATAUSEb\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| DATAUSEc\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| DATAUSEd\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| DATAUSEe\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| DATAUSEf\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| FACE1\_W49 | 1 | A lot |
| 2 | A little |
| 3 | Nothing at all |
| 99 | Refused |
| FACE2a\_W49 | 1 | Very effective |
| 2 | Somewhat effective |
| 3 | Not too effective |
| 4 | Not effective at all |
| 99 | Refused |
| FACE2b\_W49 | 1 | Very effective |
| 2 | Somewhat effective |
| 3 | Not too effective |
| 4 | Not effective at all |
| 99 | Refused |
| FACE2c\_W49 | 1 | Very effective |
| 2 | Somewhat effective |
| 3 | Not too effective |
| 4 | Not effective at all |
| 99 | Refused |
| FACE3a\_W49 | 1 | A great deal |
| 2 | Somewhat |
| 3 | Not too much |
| 4 | Not at all |
| 99 | Refused |
| FACE3b\_W49 | 1 | A great deal |
| 2 | Somewhat |
| 3 | Not too much |
| 4 | Not at all |
| 99 | Refused |
| FACE3c\_W49 | 1 | A great deal |
| 2 | Somewhat |
| 3 | Not too much |
| 4 | Not at all |
| 99 | Refused |
| FACE4a\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| FACE4b\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| FACE4c\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| FACE4d\_W49 | 1 | Acceptable |
| 2 | Unacceptable |
| 3 | Not sure |
| 99 | Refused |
| DB1a\_W49 | 1 | Yes |
| 2 | No |
| 99 | Refused |
| DB1b\_W49 | 1 | Yes |
| 2 | No |
| 3 | Offline: does not have internet |
| 99 | Refused |
| DB1c\_W49 | 1 | Yes |
| 2 | No |
| 99 | Refused |
| F\_METRO | 1 | Metropolitan |
| 2 | Non-metropolitan |
| F\_CREGION | 1.00 | Northeast |
| 2.00 | Midwest |
| 3.00 | South |
| 4.00 | West |
| F\_AGECAT | 1 | 18-29 |
| 2 | 30-49 |
| 3 | 50-64 |
| 4 | 65+ |
| 99 | DK/REF |
| F\_SEX | 1.00 | Male |
| 2.00 | Female |
| 99.00 | Refused |
| F\_EDUCCAT | 1.00 | College graduate+ |
| 2.00 | Some College |
| 3.00 | H.S. graduate or less |
| 99.00 | Don't know/Refused |
| F\_EDUCCAT2 | 1.00 | Less than high school |
| 2.00 | High school graduate |
| 3.00 | Some college, no degree |
| 4.00 | Associate's degree |
| 5.00 | College graduate/some post grad |
| 6.00 | Postgraduate |
| 99.00 | Don't know/Refused |
| F\_HISP | 1.00 | Yes |
| 2.00 | No |
| 99.00 | Refused |
| F\_RACECMB | 1 | White |
| 2 | Black or African American |
| 3 | Asian or Asian-American |
| 4 | Mixed Race |
| 5 | Or some other race |
| 99 | Refused |
| F\_RACETHN | 1.00 | White non-Hispanic |
| 2.00 | Black non-Hispanic |
| 3.00 | Hispanic |
| 4.00 | Other |
| 9.00 | Refused |
| F\_NATIVITY | 1.00 | U.S. |
| 2.00 | Puerto Rico |
| 3.00 | Other U.S. territory |
| 4.00 | Another country |
| 99.00 | Refused |
| F\_CITIZEN | 1.00 | Yes |
| 2.00 | No |
| 99.00 | Refused |
| F\_MARITAL | 1.00 | Married |
| 2.00 | Living with a partner |
| 3.00 | Divorced |
| 4.00 | Separated |
| 5.00 | Widowed |
| 6.00 | Never been married |
| 99.00 | Refused |
| F\_RELIG | 1.00 | Protestant (for example, Baptist, Methodist, Non-denominational, Lutheran, Presbyterian, Pentecostal, Episcopalian, Refo |
| 2.00 | Roman Catholic |
| 3.00 | Mormon (Church of Jesus Christ of Latter-day Saints or LDS) |
| 4.00 | Orthodox (such as Greek, Russian, or some other Orthodox church) |
| 5.00 | Jewish |
| 6.00 | Muslim |
| 7.00 | Buddhist |
| 8.00 | Hindu |
| 9.00 | Atheist |
| 10.00 | Agnostic |
| 11.00 | Something else, Specify |
| 12.00 | Nothing in particular |
| 99.00 | Refused |
| F\_BORN | 1.00 | Yes, born-again or evangelical Christian |
| 2.00 | No, not born-again or evangelical Christian |
| 99.00 | Refused |
| F\_ATTEND | 1.00 | More than once a week |
| 2.00 | Once a week |
| 3.00 | Once or twice a month |
| 4.00 | A few times a year |
| 5.00 | Seldom |
| 6.00 | Never |
| 99.00 | Refused |
| F\_PARTY\_FINAL | 1.00 | Republican |
| 2.00 | Democrat |
| 3.00 | Independent |
| 4.00 | Something else |
| 99.00 | Refused |
| F\_PARTYLN\_FINAL | 1.00 | The Republican Party |
| 2.00 | The Democratic Party |
| 99.00 | Refused |
| F\_PARTYSUM\_FINAL | 1.00 | Rep/Lean Rep |
| 2.00 | Dem/Lean Dem |
| 9.00 | DK/Refused/No lean |
| F\_INCOME | 1.00 | Less than $10,000 |
| 2.00 | $10,000 to less than $20,000 |
| 3.00 | $20,000 to less than $30,000 |
| 4.00 | $30,000 to less than $40,000 |
| 5.00 | $40,000 to less than $50,000 |
| 6.00 | $50,000 to less than $75,000 |
| 7.00 | $75,000 to less than $100,000 |
| 8.00 | $100,000 to less than $150,000 |
| 9.00 | $150,000 or more |
| 99.00 | Refused |
| F\_INCOME\_RECODE | 1.00 | $75,000+ |
| 2.00 | $30-$74,999 |
| 3.00 | <$30,000 |
| 99.00 | Don't know/Refused |
| F\_REG | 1.00 | You are ABSOLUTELY CERTAIN that you are registered to vote at your current address |
| 2.00 | You are PROBABLY registered, but there is a chance your registration has lapsed |
| 3.00 | You are NOT registered to vote at your current address |
| 99.00 | Refused |
| F\_IDEO | 1.00 | Very conservative |
| 2.00 | Conservative |
| 3.00 | Moderate |
| 4.00 | Liberal |
| 5.00 | Very liberal |
| 99.00 | Refused |
| F\_ACSWEB | 0 | Does not access the Internet by paying a cell phone company or Internet service provider |
| 1 | Accesses Internet by paying a cell phone company or Internet service provider |
| F\_VOLSUM | 1.00 | Yes |
| 2.00 | No |
| 99.00 | Refused |